

STATE ALZHEIMER'S DISEASE PLANS: PUBLIC AWARENESS

Recommendations to increase awareness of Alzheimer's disease among the public

Alabama	
Alaska	<ul style="list-style-type: none"> • Assemble content for easily shared and integrated publicity campaigns and outreach through social media, as a portal for people seeking information about resources and to raise awareness. Promote and integrate existing resource library into campaigns. Materials and strategies can be linked to other public health and wellness messages. • Provide education on prevention, diagnosis, treatment, costs and appropriate care for people with Alzheimer's and dementia through media, in-person presentations, and policy advocacy. • Distribute relevant, targeted materials for people across ethnicities, languages, ages and geographies. • Identify and build nontraditional partnerships to increase awareness, including an increased presence at community events and non-medical settings. • Help support peer groups to identify and encourage people to speak out about their experiences and reduce stigma. • Develop and disseminate culturally relevant materials related to Alzheimer's and dementia.
Arizona	<ul style="list-style-type: none"> • Identify public and private sector community partners to collaboratively develop and conduct a statewide awareness campaign focused on Alzheimer's as a chronic disease that impacts everyone. • Promote realistic, positive and diverse images of people with Alzheimer's disease and their care partners to improve societal acceptance and integration. • Utilize appropriate public and social media to reach a broad audience. • Engage community partners in disseminating information and educating individuals about the differences between memory changes related to aging and warning signs of Alzheimer's, risk factors, the importance of early diagnosis, and effective strategies for obtaining a diagnosis. • In alignment with the Plan's public information and engagement campaign, seize opportunities through radio, TV and other media outlets for researchers and providers to regularly speak to audiences about Alzheimer's and related topics. • Conduct and distribute yearly review/summary of relevant Alzheimer's and related dementias literature for Arizona communities.
Arkansas	
California	<ul style="list-style-type: none"> • Pursue public, private, corporate and philanthropic funding for statewide educational campaigns. • Develop content for public awareness campaigns to address a wide range of issues and audiences, including: (1) early warning signs and effective strategies for obtaining diagnosis, treatment and support; (2) the cost of long-term care, limits of Medicare/Medi-Cal coverage, personal responsibility, the importance of financial planning and the availability of the CLASS Act; and (3) end-of-life care options and appropriate use of advance health care directives and Physician Orders for Life Sustaining Treatment (POLST). • Promote positive images of people living with Alzheimer's disease and their caregivers. • Partner with the Department of Education to advance elementary and secondary level curriculum in schools to educate young Californians on the facts of aging with an emphasis on sensitivity to functional, physical and cognitive limitations. • Support public education campaign messages with an array of accessible websites that contain standardized Alzheimer's content. • Develop electronic links within existing state-supported websites to ensure that evidence-based and reliable Alzheimer's related educational information is available. • Promote internet-based links to private websites and contact centers available on-demand. • Consider adopting a template for information and education materials to ensure they are available at appropriate literacy, language and legibility (font size) for a diverse population.

Colorado	<ul style="list-style-type: none"> • Collaborate with and leverage the national Alzheimer's Association's public awareness campaign and related efforts to encourage the utilization of public service announcements through local radio and television stations, as well as other public awareness venues.
Connecticut	<ul style="list-style-type: none"> • Create a public/community awareness campaign through partnerships, including the Alzheimer's Association, AARP, State Department on Aging, Area Agencies on Aging, faith-based and immigrant communities, business/corporate associations, chambers of commerce, medical community, and professional/trade associations to increase community and family awareness of resources, including the Alzheimer's Association Help Line and 211. Specifically: (1) develop a media campaign to bring awareness of dementia resources to the public, including bus media messages; information distribution at libraries, senior centers, pharmacies; etc.; and (2) raise public awareness about the disproportional impact of Alzheimer's disease on minority populations and the likely development of dementia in individuals with Down syndrome. • Facilitate outreach and public-private collaborations to individuals with Down syndrome and dementia, high-risk minority populations, and people with younger-onset dementia.
Delaware	<ul style="list-style-type: none"> • Develop and implement a high impact campaign to disseminate information on Alzheimer's disease, services available, and community resources available for support (e.g. meetings with editorial board of the News Journal, Governor's weekly radio message, op-eds, etc.). • Explore and identify reliable and evidence-based messages on Alzheimer's disease working in close collaboration with the Alzheimer's Association. • Disseminate messages using a variety of forums, such as community events, health fairs, speaking engagements, public service announcements, and web-based social media. • Coordinate with community partners to promote outreach to rural communities, minority populations, and non-English speaking persons (e.g. Latin American Community Center, La Red Health Center, and other organizations). • Identify and engage the support of non-traditional partners to expand dissemination of educational materials (e.g. the faith-based community, AARP, employers, Delaware Restaurant Association, libraries, Social Security offices, Division of Motor Vehicles, and other points of heavy community traffic).
District of Columbia	<ul style="list-style-type: none"> • Inform the public of Alzheimer's disease by identifying and disseminating existing research and data to residents in the District of Columbia. • Disseminate appropriate content to all demographic populations in the District of Columbia, promoting positive images of caregivers and people living with Alzheimer's disease and other dementias. • Compile resources devoted to Alzheimer's disease and other dementias and develop resource guides for caregivers, health care professionals, family members of those living with Alzheimer's disease, and senior service networks. • Develop content for public awareness campaigns addressing issues pertinent to Alzheimer's disease and other dementias, including the early signs and effective strategies for obtaining diagnosis, treatment, and support. The campaign will also include the cost of care, health insurance limits, end-of-life care options, and appropriate use of advance care directives. • Initiate a diverse working group of community organizations to bring greater awareness to Alzheimer's disease and other dementias by promoting/celebrating events throughout the metropolitan area. • Disseminate appropriate content to populations within the District of Columbia by developing print, radio, television, and online campaigns that raise the awareness of Alzheimer's disease and other dementias. • Disseminate educational materials to diverse populations by applying appropriate literacy, language, and legibility standards for the District of Columbia.
Florida	
Georgia	<ul style="list-style-type: none"> • Identify and promote culturally appropriate strategies designed to increase public awareness about dementia. • Provide public health awareness, education, and resource information through the Georgia Department of Public Health and other agencies through website information and media releases.

Georgia (cont.)	<ul style="list-style-type: none"> • Pursue public, private, corporate, and philanthropic funding for broad-based statewide educational campaigns. • Promote positive images of people living with dementia and their caregivers to combat stigma. • Partner with secondary and post-secondary educational institutions to infuse information about Alzheimer's disease and other dementias throughout health-related curricula. • Identify and promote strategies designed to increase awareness about dementia, reduce conflicting messages, decrease stigma, and promote early diagnosis. • Identify and implement culturally appropriate strategies designed to increase public awareness about dementia. Use materials developed by AARP, Area Agencies on Aging, the Alzheimer's Association, the Centers for Disease Control and Prevention, the Georgia Department of Human Services Division of Aging Services, the Rosalynn Carter Institute, and other organizations. • Develop a marketing and media plan with a message that helps reduce stigma and fear related to dementia. Include the developmental disability community in the target population. Determine branding and implement the plan statewide. • Create an electronic clearinghouse of information, forms, and resources for public consumption related to Alzheimer's and other dementias, and provide appropriate linkages between all of the state health agencies to ensure citizens have access to the most up-to-date information. • Work with national organizations, state chapters, and other outreach partners to identify and disseminate culturally appropriate information through statewide promotional campaigns. • Provide public health awareness, education, and resource information through the Georgia Department of Public Health with website information and media releases. • Explore and create ways to make culturally sensitive, evidenced-based information and education available through existing and new programs. Incorporate education into wellness and employee assistance programs and through partnerships with organizations such as the Society for Human Resource Management.
Hawaii	<ul style="list-style-type: none"> • Educate/engage the public about Alzheimer's through an education/public awareness campaign to reduce stigma, promote early/accurate diagnosis, risk factors, 10 warning signs, brain health, difficult behaviors, and the importance of advance planning and caregiver coping strategies.
Idaho	<ul style="list-style-type: none"> • Develop and promote a centralized, statewide information portal about Alzheimer's disease and other dementias.
Illinois	
Indiana	<ul style="list-style-type: none"> • Improve public access to current information about Alzheimer's disease, support services, and Alzheimer's care. • Raise Alzheimer's awareness by providing information on Alzheimer's disease and services.
Iowa	<ul style="list-style-type: none"> • Fund public awareness efforts and educational efforts for providers, caregivers, and state oversight and monitoring personnel.
Kentucky	<ul style="list-style-type: none"> • Disseminate information on services and related activities for individuals with Alzheimer's disease and other dementias to the medical and health care community, academic community, primary family caregivers, advocacy associations and the general public. • Enhance the Department of Aging and Independent Living website to include Alzheimer's information and links.
Louisiana	<ul style="list-style-type: none"> • Build strategic public/private partnerships to develop and implement a statewide public awareness campaign addressing issues across the entire spectrum of Alzheimer's and other dementias, including, but not limited to: prevention; wellness and brain health; risk factors; importance of early diagnosis; available treatments; and available information and resources to support persons with Alzheimer's and other dementias, their caregivers and families. • Build on existing public/private partnerships to develop and implement social marketing strategies tailored to the unique cultural differences across the state and designed to make information and resources available where people are when they need that information. • Convene a workgroup to explore options for funding and development of a public awareness campaign regarding the importance of advanced health care, long-term care, and financial planning, including resources available to help with such planning.

<p>Maine</p>	<ul style="list-style-type: none"> • Collaborate with and leverage the Alzheimer’s Association’s dementia public awareness campaign and related efforts to encourage the utilization of public service announcements through local radio and television stations, as well as other public awareness venues (traditional print media as well as web, social media, and other online platforms). • Leverage strategies identified by <i>The Healthy Brain Initiative</i> to enhance the public awareness campaign in promoting the latest science. • Distribute materials via the Maine CDC and Department of Health and Human Services to the public, at senior centers, resource centers and libraries, provider offices, and community health centers. Provide materials to insurance companies and health plans to disseminate to enrollees. • Increase outreach to public officials to better inform them of the challenges of dementia and increase understanding of cognitive health. • Convene local forums for the public and for people with, or affected by, dementia. • Engage naturally-occurring outreach organizations (such as faith-based communities, senior centers, tribal communities, immigrant and other diverse communities) to expand reach of public awareness efforts. • Integrate into the primary and secondary school health and human development curriculums content related to healthy aging versus disease. • Engage high schools and colleges that require community service projects as part of their requirements for matriculation or graduation. • Integrate into public awareness and educational campaigns the message of the need to plan ahead to better enable thoughtful decisions about health care choices, finances and paying for care, and legal planning around issues such as advance directives, and will and estate planning. • Explore opportunities to engage private sector financial support from corporate philanthropy, foundations, and employers to help fund educational outreach initiatives and community services. • Develop dementia volunteer programs that train lay people to give presentations as health promoters and information disseminators in the community to increase awareness and understanding of dementia and to expand supports to people with dementia and their families. Engage a diverse group of stakeholders in this effort.
<p>Maryland</p>	<ul style="list-style-type: none"> • Designate Maryland Access Point as a clearinghouse for dementia information, including: (a) serving as a starting point for those affected by newly-diagnosed dementia; (b) a source for information on Alzheimer’s disease and other dementias; (c) guidelines on dementia care; (d) best practices regarding dementia care; (e) current research on dementia causes, treatments, and potential cures; (f) organizations offering services and education related to dementia; (g) dementia support groups; and (h) dementia treatment programs.
<p>Massachusetts</p>	<ul style="list-style-type: none"> • Work with the Alzheimer’s Association to create multilingual, multicultural public service announcements and pursue resources for a public relations campaign to promote Alzheimer’s awareness. The campaign may work in concert with a broad range of public and private partners to reach targeted demographics, particularly Latinos and African Americans.
<p>Michigan</p>	<ul style="list-style-type: none"> • Work with community geriatric teams from the Geriatric Education Center of Michigan to identify, develop, and disseminate materials that help increase public awareness. • Promote dissemination of information through e-blasts. • Prepare public awareness talking points and slides for dropping in PowerPoint presentations and promote their use among Michigan Dementia Coalition participants. • Promote broad dissemination of Worried About Memory Loss cards and enhance the website. • Explore with Alzheimer’s Association Chapters, the Office of Long-Term Care Supports and Services, and the Primary Care Dementia Network how best to maintain and disseminate information on dementia assessment providers.
<p>Minnesota</p>	<ul style="list-style-type: none"> • Create and implement a multi-year public awareness campaign. • Design and maintain a web-based dementia clearinghouse and resource center to serve persons concerned about Alzheimer’s and other dementias and to provide research findings, information on disease knowledge and management, and information on how individuals can enroll in ongoing research studies.

Mississippi	<ul style="list-style-type: none"> • Develop content for public awareness campaigns to address a wide range of issues and audiences including but not limited to identifying early warning signs and effective strategies for obtaining appropriate diagnosis, recognizing the stages of the disease, and accessing available resources. • Determine appropriate venues for outreach and education. • Promote the use of social media such as Facebook and Twitter as well as traditional media including print, radio, and television, when disseminating public education campaign messages. • Ensure information and educational materials are offered at appropriate literacy, language, and legibility levels for a diverse population. • In increasing public awareness, identify and develop essential community partnerships across the state, including by conducting needs assessments with potential community partners and developing and implementing collaborative projects and initiatives based on needs assessment. • Develop standardized message tools by: determining the requirements and expertise of stakeholder organizations; determining the topics to be addressed; creating message tools for each topic area; and identifying individuals who are qualified and willing to present on the topics. • Tailor educational programs to eliminate the stigma associated with Alzheimer's and dementia.
Missouri	
Montana	<ul style="list-style-type: none"> • Facilitate outreach and public-private collaborations for individuals with Down syndrome and dementia, traumatic brain injury, high-risk minority populations, people with younger-onset dementia, and developmentally disabled individuals.
Nebraska	
Nevada	<ul style="list-style-type: none"> • Disseminate information about the many aspects of Alzheimer's in a variety of languages to meet the needs of every person and caregiver, regardless of age, gender, language, physical or mental disabilities, race/regional/national origin, religion, sexual orientation, and economic status. • Develop toolkits to assist with outreach to different cultural communities. • Foster the development of three awareness campaigns to provide information about the earliest signs of dementia and to rebuke the stigma of Alzheimer's disease and other dementias. The campaigns will include updates about current research and prevention trials that can delay progression, as well as information about how earlier diagnosis and intervention can lead to a more productive and valuable life. The three campaigns are to: (1) allied health professionals, bankers, emergency first responders, financial planners, lawyers, and other professionals who may have contact with persons with dementia; (2) the general public; and (3) caregivers and family members of persons with dementia, focused on ways to help alleviate the fear, stress, and stigma surrounding dementia and the sense of isolation that often accompanies the disease, including educating and informing caregivers about support group opportunities and other available supportive services that will help them care for themselves and their families.
New Hampshire	
New Jersey	<ul style="list-style-type: none"> • Promote messages about the distinction between normal brain changes associated with aging and disease through partnerships, including the Alzheimer's Association, Alzheimer's NJ, AARP, American Stroke Association, NJ Department of Health, Area Agencies on Aging, medical community and professional/trade associations, and other advocacy/information groups to increase community and family awareness of resources, including the Alzheimer's Association 24/7 Help Line and NJ 2-1-1. • Engage non-traditional outreach organizations, such as private sector companies, faith-based communities, senior centers, libraries, and retirement communities, to expand the reach of public awareness efforts. • Develop the infrastructure to support on-going planning and discussion among stakeholders for the coordination of a public awareness campaign. Partner with the Alzheimer's Association; Alzheimer's NJ; NJ Department of Human Services (Divisions of Aging Services, Medical Assistance and Health Services, Disability Services, and Developmental Disabilities); NJ Department of Health; NJ Hospital Association; Home Care Association of NJ; LeadingAge; NJ Adult Day Services Association, and all other relevant entities.

New Jersey (cont.)	<ul style="list-style-type: none"> • Facilitate the flow of information among government agencies, stakeholders and other entities to keep the public knowledgeable about Alzheimer's disease and available resources in the community as well as the importance of advanced health care, long-term care and financial planning. • Target communications about the special impact of Alzheimer's disease on minority populations, the increased prevalence of dementia in individuals with Down syndrome and individuals living with early-onset Alzheimer's who are under age 65.
New Mexico	<ul style="list-style-type: none"> • Conduct a public awareness campaign, particularly addressing the diverse ethnic, cultural, linguistic, and literacy differences of New Mexico. • Partner with the Public Education Department to advance curricula in elementary and secondary schools regarding Alzheimer's disease and other dementias.
New York	<ul style="list-style-type: none"> • Utilize "The Alzheimer's Project" as a comprehensive multi-media approach to raise awareness among the public, healthcare providers, and caregivers about dementia and to provide direction on available services. • Link multi-media educational tools (e.g. "The Alzheimer's Project") across state agencies so that people seeking information on any relevant agency website have access to current information. • Integrate developmental education, including a geriatric component, in the elementary through secondary curricula to increase the level of awareness among young people of normal aging and Alzheimer's disease. • Raise public awareness, especially for family members of those at risk, about the earliest symptoms of dementia and the difference between dementia and normal aging through announcements to the press, promotion of media tools (e.g. "The Alzheimer's Project"), and links on state agency websites. • Conduct an inventory of existing culturally-appropriate strategies and educational programs that address culture-specific beliefs and approaches to dementia within state agencies. The Department of Health should post this information on its website and in other appropriate places.
North Carolina	<ul style="list-style-type: none"> • Increase awareness and promote education about Alzheimer's disease and other dementias, and about available resources by incorporating Alzheimer's disease and other dementia information in current health promotion and education programs. Information should include information on: (a) the connection between brain health and other preventable risk factors and health behaviors; (b) early detection and accurate diagnosis; (c) prevention and clinical trials registries; (d) resources for home and community-based services, health care providers, caregiver support services, home safety, and long-term care; (e) financial planning; (f) reducing stigma; and (g) resources for underserved populations.
North Dakota	
Oklahoma	
Oregon	<ul style="list-style-type: none"> • Identify a marketing firm to develop a public awareness campaign, coordinated with national efforts to focus on Alzheimer's, to raise awareness of Alzheimer's, and to inform people about where to turn for help. • Engage local and statewide organizations to disseminate information to their clients and constituents, with particular focus on reaching multi-cultural, low-income, and rural populations. • Promote statewide educational conferences and events about dementia to educate Oregonians. Encourage health care organizations to promote the availability of information about dementia by expanding the number and kind of places that organizations attend and distribute information and talk with Oregonians about dementia. • Create a website that provides a single entry point to link to existing information and resources on Alzheimer's disease and other dementias.
Pennsylvania	<ul style="list-style-type: none"> • Develop a communications strategy to increase public understanding of Alzheimer's and other dementias, provide information about how to live well with Alzheimer's and other dementias, and allocate sufficient revenues to have a meaningful advertising campaign. • Identify and engage the support of non-traditional partners (such as utility companies, insurance providers, health plans, sports teams, billboard companies, banks, and agricultural extension

Pennsylvania (cont.)	<p>offices) in disseminating educational materials and resources that foster public awareness of Alzheimer's and other dementias and available services.</p> <ul style="list-style-type: none"> • Develop and disseminate a statewide standard education and public awareness campaign about dementia-friendly communities. • Develop collaborative public-private investments in awareness campaigns, education, services, and caregiver support. Partner with foundations and community service entities to cosponsor.
Puerto Rico	<ul style="list-style-type: none"> • Utilize strategies in health promotion, education, and health communication to ensure there are at least 10 annual Alzheimer's public awareness activities.
Rhode Island	<ul style="list-style-type: none"> • Convene insurance providers to facilitate the dissemination of informational material on dementia to subscribers on a yearly basis. This communication could also include information for ongoing training.
South Carolina	<ul style="list-style-type: none"> • Create public service announcements and advertisements to educate and enhance awareness of Alzheimer's disease and available resources.
Tennessee	<ul style="list-style-type: none"> • Increase public awareness and outreach concerning Alzheimer's disease and other dementias and the available services and service providers in Tennessee.
Texas	<ul style="list-style-type: none"> • Identify and engage the support of a minimum of 20 non-traditional partners (such as utility companies, code enforcement officers, public safety officials, billboard companies, banks, public/private businesses, and agricultural extension offices) in disseminating educational materials and resources that foster public awareness of Alzheimer's disease and services available through the Alzheimer's Association.
Utah	<ul style="list-style-type: none"> • Seek public, private, corporate and philanthropic funding for statewide education campaigns. • Partner with the Bureau of Health Promotion, Utah Department of Health, to establish a program with health resource guides devoted to Alzheimer's disease and other dementias. • Collaborate with the Center for Multicultural Health, Utah Department of Health, to develop and disseminate culturally-appropriate print, radio and television media campaigns for awareness of Alzheimer's disease and other dementias. • Target Utah's unique challenges associated with reaching and educating caregivers in rural areas, and Spanish-speaking, other non-English-speaking, and Native American tribal communities with specific initiatives to overcome barriers to services. • Promote realistic and positive images of people with Alzheimer's disease and other dementias and their caregivers to overcome existing public stigma and misperceptions. • Advocate adoption of the Alzheimer's Disease Early Detection Alliance (AEDA) of the Alzheimer's Association by businesses, faith-based organizations, and community service groups to spread awareness among their constituencies. • Partner with the State Office of Education to offer curriculum in schools on the facts of aging with sensitivity to those with cognitive impairment and family caregiving. • Heighten public awareness resources, such as the 2-1-1 information line, 24/7 Alzheimer's helpline, Area Agencies on Aging, Aging and Disability Resource Centers, veterans clinics, and the Center for Alzheimer's Care, Imaging and Research, and establish metrics of awareness with the Division of Aging and Adult Services. • Disseminate public education campaign messages through websites, mobile apps, libraries, senior centers, and physician offices with standardized Alzheimer's and other dementias content. • Assemble content for public awareness campaigns to address a wide range of issues and audiences, including early warning signs, cost of long-term care, and behaviors that might lower the risk of developing Alzheimer's disease and other dementias. • Develop electronic links within state-supported websites to ensure that reliable information from state agencies is disseminated. • Ensure information and educational materials are offered at appropriate literacy, language, and legibility (font size) for a diverse population.

Vermont	<ul style="list-style-type: none"> • Develop dementia volunteer programs that engage a diverse group of stakeholders to increase awareness and understanding of dementia and to expand supports to people with dementia and their families. • Establish a broad network of partners in the areas of business, education, and manufacturing to help educate the public on the importance of early detection of dementia, available resources for people with dementia, and caregiver support.
Virginia	<ul style="list-style-type: none"> • Develop or collect and deliver a strategy to reach out to rural communities, racial and ethnic minorities, and faith-based communities.
Washington	<ul style="list-style-type: none"> • Establish a work group to develop, launch and oversee a single web-based “point-of-access” portal/website linking to a comprehensive statewide array of credible and validated information, resources and supports. • Publicize and promote the online point-of-access portal as well as other points of access (e.g., dementia care navigators, toll free number) for services and supports for persons with dementia and their family caregivers. Utilize social media to build public awareness of available resources. • Offer materials and information to underserved populations, including rural populations; assure material on dementia is multi-cultural, multilingual, appropriate for persons with sensory limits (e.g., vision and hearing loss), and tailored to state demographics. • Promote positive images and messages of persons with dementia and their caregivers to combat stigma and increase societal acceptance and integration. • Educate the public, and provide information and resources, about issues specific to persons with younger-onset dementia and their families. • Raise awareness of dementia and available resources by engaging public and private ‘champions’, including faith, business community leaders/corporate and non-profit partners, educators, and health professionals, to assist in developing, implementing, and leveraging education and outreach campaigns. Expand the reach of campaigns by identifying and engaging partners that may not be a part of the traditional information service system such as Chambers of Commerce, Employee Assistance Programs, and community college and university students. • Provide Alzheimer’s awareness, education and resource materials to public/private work places regarding how to recognize and relate to persons with early stage dementia or their caregivers who are their customers or employees. • Promote outreach to Indian Country through health workers, tribal communications, and health fairs. • Inform and educate the public about the importance of recognizing and addressing the breadth of causes of social isolation in the state’s aging population – including sensory loss (hearing, vision), physical disabilities, depression and other forms of mental illness, etc. – and their impact on dementia. • Promote and build upon National Alzheimer’s Plan education and awareness campaigns as available.
West Virginia	
Wisconsin	<ul style="list-style-type: none"> • Encourage public and private employers to provide information to employees on dementia and on resources available to help individuals with dementia and their family caregivers. • Engage public health departments in efforts on awareness campaigns, educating the public about lifestyle and disease management techniques, identifying underserved populations, and advocating for needed supports in the community. • Promote the use of the Department of Public Instruction’s dementia curriculum for use in health classes in middle and high schools.

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